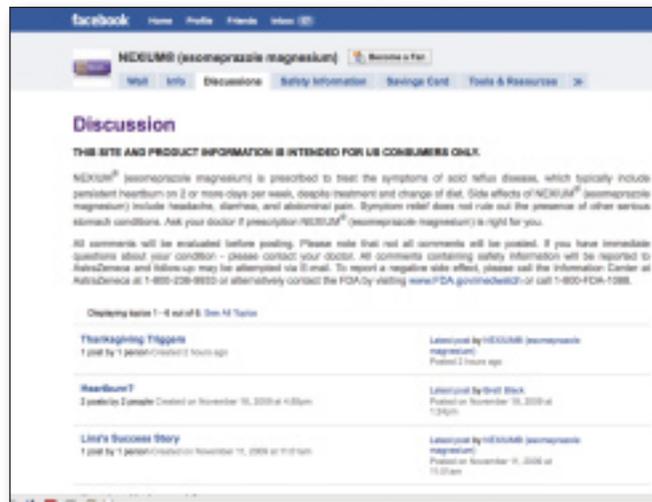


Nexium Launches First Branded Facebook Profile

AstraZeneca launched on Oct. 30 its first branded Facebook profile for Nexium (www.facebook.com/nexium). On the site, safety information for the heartburn treatment can be found in several prominent locations – there is a page within the profile devoted entirely to safety and important information (such as approved uses, safety information and information about reporting adverse events) are positioned along the left side throughout each page of the profile.

“Fans” of the profile also can find other features, such as FAQs, a savings card offer, various tools and resources and video success stories. The tools and resources found on the profile each link back to Nexium’s branded Web site, www.purplepill.com. Available to help patients manage their condition, the tools and resources include a meal planner, sleep tracker and ask a dietitian section, as well as a recipe trigger checker that offers acid reflux-friendly substitutions when an ingredient in a recipe might trigger heartburn and a virtual trainer that helps patients customize an exercise plan.

Perhaps the most unique area featured on the Facebook profile is the discussion section. According to Blair Hains, director of brand corporate affairs at AstraZeneca, it is “a moderated discussion” to allow the conversation to happen, but in an “appropriate and responsible” manner. All posts are reviewed by Hains and a team of various experts against a set of criteria and if met, will be allowed on the site and responded to if need be.



Study Finds DTC is Looked on Favorably by Physicians

A study of 12,500 doctor-patient conversations by Fort Washington, Pa.-based healthcare market researcher Verilogue found that when DTC was mentioned during in-office discussions, 54 percent of the time it was first mentioned by the physician. And when a doctor mentioned DTC, four out of five times the mention was positive. Verilogue chief executive Jeff Kozloff told *DTC Perspectives* he believes the reason DTC is mentioned so often by doctors is that the “physicians are consumers, too.” Doctors use their knowledge of DTC campaigns “to activate the patient’s prior knowledge to the medication before a treatment decision is made, so it helps to increase that patient buy-in around a treatment decision,” he said. (It should be noted that in only 23 of the 12,500 conversations did patients ask for a drug by name. On that basis, some critics of DTC raised questions about the effectiveness and ROI of DTC advertising.)

Kozloff noted that 80 percent of the time DTC was mentioned, the connotation of that mention was positive. Although DTC “pull-through in conversations in the doctor’s office is low, at about 3 percent,” when a drug ad was mentioned the mention was decidedly positive. In only one of five mentions by the doctor was the physician opinion of DTC negative.

The study analyzed doctor-patient conversations in calendar year 2008. Among the most referenced brands in these doctor-patient conversations were Boniva, Enbrel, Humira, Reclast and Gardasil.

WebMD Founder Launches New Health Info Site

Jeff Arnold, who launched WebMD more than a decade ago, is ready to get back into the online health market with a new information site called Sharecare.com. He is teaming with Dr. Mehmet Oz, host of a syndicated TV show, and investors such as Discovery Communications, Oprah Winfrey’s Harpo Productions and Sony Pictures Television, among others. The new site will debut early next year. Arnold, who has worked as chief executive of Discovery-owned HowStuffWorks.com, told reporters Sharecare will serve as an update to the online health sector by being a “combination of an expert Yahoo! Answers with social media built into it.” This includes a social Q&A platform that is pre-populated with hundreds of thousands of questions and answers from the site’s expert content contributors as well as viewpoints from consumers who have had direct experience with a condition or illness.



KRIS KLEIN

Building a Message Around Product Benefits

Speaking at the DTC Perspectives’ “Reform and Refocus” conference in mid-October, Kris Klein of Nielsen discussed the challenging environment for DTC and the increasing number of hurdles facing marketers. Because of the difficulty in executing a DTC campaign in this environment, Klein noted that there is no room for error and that flawless execution is a must. He offered three key techniques to accomplish these goals.

First, Klein advised marketers to strive for the most bang for their buck by being unique, and allowing the product to stand out from the clutter. However, the DTC ad must not be so unique that it takes away from the relevance of the product, he said. A message that is both highly unique and relevant can generate more than twice the number of patients who ask their doctor about a specific product.

Second, marketers must craft a clear, focused and refined message around a brand’s strongest benefit, said Klein, a director of client consulting in Nielsen’s pharma practice. This message should be distinct and targeted so that it is compelling to consumers and encourages them to take action. Third, marketers must expect that consumers will be timid about asking for a prescription. They must strongly consider how doctors will react. Obviously, no matter how good the campaign is, if it isn’t encouraging consumers to request the prescription, it isn’t doing its job. That doesn’t mean that marketers should be alarmed if scripts don’t rise immediately. When in doubt, they should wait for physicians to become more familiar with the therapy.

Newcomer Pristiq Ranks Among Nielsen’s Most Recalled DTC Spots

While four of the top five DTC television spots in the ranking of “Most Recalled Prescription Drug Ads of 2008-2009” from Nielsen IAG are holdovers from last year, Wyeth’s Pristiq spot is the only newcomer breaking into the top five. The spot, “Wind-Up Doll,” features a recall index of 128, placing it firmly in the No. 3 ranking. Fariba Zamaniyan, a senior vice president of healthcare at Nielsen, said Pristiq’s position in the top five is “notable,” and praised the brand for reaching the top of the rankings despite being “a newcomer to a highly cluttered category.”

Other brands in the top five are: Flomax (Boehringer-Ingelheim/Astellas), Cialis (Eli Lilly), Gardasil (Merck), Plavix (Bristol-Myers Squibb/Sanofi-Aventis) and Orenzia (Bristol-Meyers Squibb). Within the top five are three 75-second spots, making this list the first time three 75-second spots have appeared among the most-recalled DTC ads.

Zamaniyan said five brands with highest viewer recall scored well because they represented the “best in creative execution” among DTC ads, embodying the elements that “make an ad memorable – uniqueness, consistency in storyline, standing out from the rest, relevancy and connectivity with the viewer base.”

The list, which is compiled using Nielsen IAG’s tracking service, measures the percentage of TV viewers that can recall an ad within 24 hours of known exposure. Only ads that air on the five major broadcast networks – ABC, CBS, FOX, NBC and CW – are monitored.

Most Recalled Prescription Drug/Vaccine Ads – 2008/09 Broadcast TV Season

Rank	Brand (Company)	Description	Ad Length (sec)	Recall Index
1	Flomax (Boehringer-Ingelheim/Astellas)	a) Men at baseball game frequent the bathroom as baseball announcer lists male urinary symptoms due to BPH. b) Men on golf course frequent the bathroom as golf announcer lists male urinary symptoms due to BPH.	45 & 60	142
T2	Cialis (Eli Lilly)	What are you waiting for? Men with ED all around the world have used Cialis low dose, daily use now available in addition to 36 hour as various couples are shown in bathtubs on beach and sitting on a couch and on stairs.	60	132
T2	Gardasil (Merck)	Moms shown with daughters surfing, shopping, sewing, swimming and talk about getting vaccinated for HPV to prevent cervical cancer.	60	132
3	Pristiq (Wyeth)	Woman with wind-up doll says she has to “wind herself up just to get out of bed” because of her depression.	75	128
4	Plavix (Bristol-Myers Squibb / Sanofi-Aventis)	Hospital gurney follows man through a museum; if you’ve had a heart attack caused by a completely blocked artery, another heart attack could be lurking.	60 & 75	126
5	Orenzia (Bristol-Myers Squibb)	Woman in blue sweater asks if you’re treating rheumatoid arthritis and still having trouble with everyday things Orenzia Promise Program, ‘Oh, yes I can.’	75	122

Source: The Nielsen Company

The above data is sourced from Nielsen IAG Ad Performance Tracking Service. Nielsen IAG Ad performance is a syndicated tracking service provided by Nielsen IAG which measures how viewers respond to every commercial running on all broadcast and major cable. The Recall Index is the percentage of TV viewers who can recall within 24 hours the ad they were exposed to and the brand advertised during the normal course of viewing TV. These scores are then indexed against the mean performance for all the new Rx ads launched across this time period.