



Enter the 2009 Advertising Awards

Recognizing Excellence in DTC Communications

Don't Miss the
2009 Advertising
Awards Dinner
April 16, 2009

All part of the
2009 DTC National
Conference

**April 15-17,
2009**

JW Marriott
Washington, DC

Register Today!

Sponsored by:



The DTC National Advertising Awards are designed to recognize communication excellence in a field with multiple constituencies, varying needs and significant communication challenges. Entries will be judged by a panel of independent industry market research experts. Gold, Silver and Bronze awards will be presented in each category at the 2009 DTC National Conference. Entry forms and instructions are available under the Conference Awards section of our website, www.DTCPerspectives.com.

All entries must be received by **January 10, 2009**



2009 Award categories

- Best Branded Television Campaign
- Best Branded Print Campaign
- Best Branded Website
- Best Unbranded Campaign
- Best Point of Care Campaign
- Best CRM/eCRM Campaign
- Best Digital Media Campaign
- Best Integrated Campaign
- Best Multi-Cultural Campaign
- Best Medical Device, Test or Procedure



Finding Opportunity in the New PhRMA Guidelines

How DTC marketers can abide by and embrace the new PhRMA Code while engaging patients, cultivating an educational dialogue and creating brand affinity.

By Jay Deutsch

Much has been made about the forthcoming Pharmaceutical Research and Manufacturers of America (PhRMA) voluntary guidelines for interaction with physicians, healthcare professionals and patients that go into effect in 2009.

While the bulk of these new rules pertain to free meals, entertainment junkets and shadowy consulting fees, the new guidelines also serve to place restrictions on a familiar staple of drug marketing: promotional products.

For the past several decades, the pharmaceutical industry has inundated doctors' offices, healthcare professionals (HCPs) and patients with a wide range of products emblazoned with now familiar brands. But according to the new PhRMA guidelines, medical companies will no longer be able to give away gifts that are not deemed "educational in nature." Clearly, there is a great deal of latitude for interpretation when it comes to defining what exactly constitutes "educational." And of course, there is still little agreement regarding what the consequences of non-compliance might be – especially given the fact that these guidelines are largely self-imposed, self-policed and, of course, voluntary.

The guidelines ask chief executives of large pharmaceutical companies to certify in writing that "they have policies and

procedures in place to foster compliance with the code." And pharmaceutical heavyweights such as Eli Lilly and Co., Johnson & Johnson, AstraZeneca and Pfizer are publicly backing these guidelines.

A search for the relevant item

But all this is merely prelude to a larger and more important question. How can direct-to-consumer marketers not simply abide by these guidelines, but actually embrace them? How might they seize this unique opportunity to truly engage patients, cultivate a dialogue and successfully create consumer affinity with their brand?

One key element that makes brand merchandise superior to other forms of ephemeral marketing that assault us day in and day out (and which we increasingly tune out) is branded merchandise's tangibility. It usually has utility. Additionally, the best examples invite the consumer to interact and be engaged. However, those attributes alone are not enough to make it an effective marketing vehicle. If the branded merchandise a company creates is not relevant, then it becomes just another billboard, one that quickly becomes just another forgettable message in the modern noise chamber.

When it comes to our health and possibly some of the most important decisions we will ever make, patients clearly want information, not marketing hype. So while these new guidelines will force pharmaceutical and medical marketers to rethink how they use branded merchandise, it's possible such items can be very effective mechanisms for educating consumers.

The art of educational marketing

To demonstrate how a piece of branded merchandise can meet the branding objectives of a major pharmaceutical company while, at the same time, staying well within the boundaries of the PhRMA guidelines, consider a simple stress ball. When a top five pharmaceutical company wanted

If the branded merchandise a company creates is not relevant, it becomes just another billboard, one that quickly becomes a forgettable message in the modern noise chamber.

to educate patients suffering from Type 2 diabetes and teach them how to better manage the disease using insulin pens, the company took a fresh approach to the problem with a specific focus on education.

As anyone who has ever been diagnosed with diabetes well knows, one of the most frightening aspects of the disease is the prospect of injecting oneself with insulin several times per day. Traditional injection pads are expensive to manufacture and are often intimidating to new patients. The company discovered that stress balls could work well as a teaching device to demonstrate the proper way to use their insulin pens. In this case, the stress balls were specifically manufactured to absorb and release a standard dosage of saline solution and withstand multiple punctures.

In this particular example, the company saved more than \$70,000 in injection pad manufacturing costs, incorporated key branding elements onto the stress ball itself, and most important of all, fostered a dialogue between patients and their HCPs that was educational in nature.

Another common and challenging aspect that medical companies often encounter is communicating complex information in a clear and compelling manner. A major pharmaceutical company that manufactures a monoclonal antibody to treat lung cancer turned to branded merchandise to engage patients in a meaningful dialogue with their HCPs about specific treatment options. In this instance, the company was looking to the merchandise to serve both as a vehicle to facilitate communication between sales

representatives and HCPs, as well as between HCPs and their patients. Because each respective audience had different needs and message requirements, they decided what they needed was a blank slate – one that could concisely communicate their unique brand attributes and yet be flexible enough to serve each distinct audience.

In this case, the answer was a portable diagnostic white board that featured a fully illustrated color diagram of the human lungs. The white board was light enough to enable healthcare providers to carry it with them on the go and included a dry erase marker that allowed the healthcare provider to make patient specific notes on the diagram itself. The pharmaceutical company's brand was contextually and unobtrusively placed on the white board itself, meeting their specific marketing objectives in a way that was wholly relevant to the conversation at hand.

More opportunities for DTC marketing

The new PhRMA code is specific to items provided to patients from pharmaceutical companies via HCPs. Items that are specifically designed for patient use to assist in the administration of their treatments and the management of their conditions are still approved for delivery to patients via their HCP. General lifestyle items – such as fitness items, cookbooks and the like – can no longer be delivered by HCPs. DTC marketers have a great opportunity to use such branded merchandise to improve patients' treatment outcomes and assist patients in making the best possible lifestyle choices, provided these items be delivered directly to the patient via patient assistance programs, like online and direct-mail programs. The key to success in this area is to choose high-perceived value, retail-quality items that truly address critical areas of focus for the patient's specific needs, thus encouraging the patient to opt-in to the program to receive them.

These are a few of the creative strategies DTC marketers are employing to adapt to a changing, self-regulatory environment. Flash cards, 3-D anatomical models, handheld pocket educators and wall charts represent some of the other branded merchandise products that manufacturers will find appropriate to the new code, replacing non-compliant pens, coffee cups and clocks. But to be truly effective, DTC product marketers will need to remember that it's not enough to just plaster a logo on a piece of "educational" merchandise. Rather, merchandise needs to be incorporated into a strategic plan and reflect those attributes in a way that forges a real, emotional connection with consumers to be truly successful. ■

Jay Deutsch is the co-founder and chief executive of Bensussen, Deutsch & Associates (BDA), the world's largest brand merchandise agency and a leading provider of educational medical merchandise to many of the top pharmaceutical and medical manufacturers. Deutsch can be reach by e-mail at jay.deutsch@bdainc.com



DTC Perspectives, Inc.

The Pharma Marketer's Comprehensive Resource on DTC Advertising

CONFERENCES

The DTC National

The Forum for DTC Thought Leaders, April 15-17, 2009

The largest and most targeted annual DTC conference, the DTC National 2009 will be held April 15-17, 2009 at the JW Marriott, Washington DC. The conference will feature industry leading experts discussing the critical issues in DTC today. Registration now open.



DTC Fall Conference

Addressing the Far-Reaching Impact of Consumer Choice on DTC Marketing

Held each fall in New Jersey, the fall conference features two full days of presentations, case studies, and panel discussions led by a best in class faculty of DTC experts. Attendees will benefit from actionable insights and pragmatic business-building ideas to drive their trends and improve both health outcomes and bottom line results.



Custom Conferences

For Pharma, By Pharma

DTC Perspectives, Inc. will bring a DTC Conference to your office. Designed specifically for you and your team, create an atmosphere of learning and discussion that fits your brand and corporate needs.



PUBLICATIONS

DTC INSIGHTS

The DTC Marketer's Executive Brief

Now the only publication to focus exclusively on DTC issues and analysis, DTC INSIGHTS takes all the information and data pertinent to DTC and analyzes it down for a busy pharma marketer. Complete with insights on the issues' impacts, each executive brief contains the latest analysis of trends & data, plus competitive intelligence. Available by subscription only, this premium publication will keep you on the cutting edge. Available monthly, subscribe now for only \$395 per year.



DTC Perspectives Magazine

The Source for DTC Thought Leaders

DTC Perspectives Magazine is the industry's only magazine devoted solely to DTC marketing. Published quarterly and free to qualified subscribers, DTC Perspectives covers all aspects of DTC marketing and will keep you informed on industry best practices.



Creative Spotlight

The Premiere DTC Agency Showcase

The 2009 DTC Creative Spotlight is an annual agency compilation for the DTC Industry showcasing top agencies with their creative and commitment to the DTC field. Complete with 2 page spreads including agency profiles, this is a resource for the future of your brand. For information about advertising in Creative Spotlight, please contact Stacey Hagenbush at Stacey@dctperspectives.com.



Visit each of these options online at www.dctperspectives.com

For more information about these or other offerings by DTC Perspectives, Inc. please contact us at 973-377-2106 or info@dctperspectives.com

DTC Perspectives, Inc. 30 Columbia Turnpike, Florham Park, NJ 07932