Optimizing Brand and Patient Engagement Across an Integrated Marketing Mix

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To Succeed in DTC...
Design To Connect
Design to Connect...

...patients and healthcare professionals
...messages with high potential targets
...media with media
...awareness with action
...acquisition with adherence
The Connection Starts With Us...

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Dry Eye and RESTASIS®

Big potential, big challenges

• “Dysfunctional Tear Syndrome”
• The condition affected at least 6 million lives
• Mostly women over 40, but many men as well
• Existing OTC “treatments” only provided temporary relief
  – And were the franchise’s biggest competition
Dry Eye and RESTASIS®

Big potential, big challenges

• Nothing treated the underlying problem – the inability for patients to make enough of their own tears
• Chronic Dry Eye was not well-defined – niched by specialists for only “severe” cases
• Limited indication
  – Lack of a clear mechanism of action
  – Even dry eye symptoms could not be mentioned in advertising
Excellent growth across several campaigns

- Heightened awareness and humanized the condition
  - Renamed it “Chronic Dry Eye”
- Established ideal communication platform – “the testimonial”
  - “Celebrity” (Janine Turner) put us on the map
Excellent growth across several campaigns

- Evolved the testimonial approach
  - “Everywoman” (Ashley) increased target identification
Allergan-Beacon Collaboration

- Laid the groundwork for a multi-dimensional DTC program

![Diagram showing touchpoints and touchpoints categories: TV, Print Ads, Patient Education Materials, Branded and Unbranded Web Sites, CRM Programs]
...And Great Results Through 2006

- Hundreds of thousands of CDE sufferers sought Rx treatment with RESTASIS®
- 1 million++ RESTASIS® Rxs written by eye care professionals
- Increasingly reached out to moderate CDE patients
...And Great Results Through 2006

BUT.............

- In early 2007, Brand Awareness and Brand Consideration began to flatten
- And subsequently, NRxs flattened, too
We knew there was even greater – still untapped – growth potential for RESTASIS®.

We needed to understand why we weren’t connecting.
Understanding the Connections

The Complexity of the Challenge

- Key Barriers where there were RESTASIS® “Disconnects”
  - The Target Audience Opportunity
  - Patient Barriers to Prescriptions
  - Media Mix
  - Prescription Dispensing
  - Patient Adherence
Understanding the Opportunity Disconnect

Target Audience Universe

Dry Eye Sufferers
Receptive Sufferers

Market Segment Value

Dry Eye Sufferer (OTC)
RESTASIS® Market Potential
Understanding Patient Barrier Disconnect

• Barriers still prevented CDE sufferers from
  – Self-identifying (“I have a chronic condition”)
  – Taking action (sense of urgency to see eye care professional)
  – Expressing themselves (“I’ve had this for a long time and I’ve tried all kinds of tears”)
  – Getting what they wanted (a real treatment – an Rx)

• Barriers still prevented eye care professionals from
  – Getting the right information (patient’s true CDE history)
  – Integrating CDE management within their practice (counseling time vs. efficiency)
Understanding the Media Disconnect

• Media plan was primarily :30s to maximize GRP efficiencies with a minimum presence of :60s
• Consumer research revealed that brand message had to create a greater sense of urgency – and cost was still a significant factor
• A :30 format was simply not equipped to expand the message – and at the same time, overcome the cost issue
Understanding the Dispensing Disconnect

• Appropriate trial prescription: 2 RESTASIS® trays per month
• ECPs (unintentionally) often forgot to specify “2 trays” on prescription
• Pharmacists (unintentionally) often dispensed only 1 tray even when 2 trays were specified
• Patients (unintentionally) often “stretched” 1 tray to last the month, stunting efficacy
• Together, the above led to reduced RESTASIS® sales, plus patient disappointment/premature discontinuation during trial
Understanding the Adherence Disconnect

- Too many patients weren’t giving RESTASIS® the time it needed to work
- Too many patients were discontinuing RESTASIS® after CDE was “cured”
- Not enough patients were signing up for MTMR Program or hanging in long enough to take advantage of incentives
- To stay with RESTASIS®, patients needed more personalized incentives, support, and encouragement over time
What We Needed to Do

Design to connect – at every level

• Maintain focus on highest-potential audience – the Receptive Sufferer
• Motivate non-triers to take action
• Motivate eye care professionals to increase new patient trials
• Revamp TV media approach
• Ensure proper RESTASIS® dispensing and use
• Strengthen the linkage between acquisition and adherence
Offer new incentives to overcome cost barrier

- Revised the already successful TV spot to include $20 rebate offer
- Rebate offer significantly increased target CDE patient interest and likelihood of taking action
- In-market results showed significant patient responses and rebate fulfillments
- Needed to tighten the connection among the ad, the rebate, and Interactive efforts
Revamping TV Media Mix

Using :60 spots to increase RESTASIS® trial

• Consumer research clearly indicated
  – :60s were directly correlated with trial (NRxs), while :30s correlated with TRxs
  – :60s also helped overcome cost issues –by offering a rebate while not interfering with core brand message

• Further media testing revealed
  – Increasing percentage of :60s significantly in the media mix spurred significant growth in NRxs
  – When a $20 rebate offer was added, :60s raised Brand Consideration and NRxs to an even higher level

• By end of 2007, :60s became predominant in the media mix
Driving the DTC Message Into the Eye Care Professional’s Office

Driving successful trial with the Smart Start Program

• The Smart Start Program is a doctor-driven, patient-incentive program to make RESTASIS® therapy a positive experience for the first-time patient

• Creates new channel to deliver trial incentives and increase patient engagement through CRM enrollment
Introducing New Spokesperson

Designing “Doctor As Patient” to be central connection

• Features Dr. Alison Tendler, an ophthalmologist who is an actual CDE/RESTASIS® patient
• Uses proven testimonial/rebate approach, but more strongly drives patient action
• Creates “central connection”: CDE sufferer identifies with credibility of eye care professional endorsement
• Creates opportunities for campaign pool-outs that feature dialogue between Dr. Tendler and actual CDE patients
Introducing New Spokesperson

Applying “Doctor As Patient” to all communications

Print Advertising

TV

Smart Start Program

Touchpoints

RESTASIS® Web Site

CRM

Patient Education Materials

ALLERGAN
Taking a “Gateway” Approach

- Unifying element for RESTASIS® patients and programs
- Increased personalization to help patients get optimal benefits from RESTASIS®
Expanding *My Tears, My Rewards®*

- Expanded *Smart Start* and Web efforts to sign up more RESTASIS® users for *MTMR*
- Extended *MTMR* “net” to include CDE patients still using OTC drops
Connecting Acquisition and Adherence

Evolving the function of the Call Center

- Call Center to “Contact Center”
- “One call does it all”
  - Answer product and program questions (consumer and professional)
- Instant consumer feedback
- Increased patient satisfaction and compliance
Foster patient-physician dialogue with Point-of-Care Center

• Reinforcement messaging on CDE in the patient waiting room
• Designed to motivate patients visiting their eye care professional for other reasons to discuss CDE as well
• Placed in 4000 high-decile eye care professionals’ offices
Ensuring Appropriate RESTASIS® Dispensing

“Two trays for 30 days” initiative

- Created memorable message about proper dispensing – “two trays for 30 days” – and incorporated it into wide range of communications
  - Eye care professional (visual aid, flash cards)
  - CDE patient (Smart Start, MTMR, Web)
  - Pharmacist (all communications)
“Making the Connections”

Touchpoints

- New Media Mix Approach
- DTC/Professional Marketing Collaboration
- Database Behavioral Modeling
- Doctor As Patient Spokesperson
- Driving The DTC Message Into The Doctor’s Office
- Expanded CRM/Loyalty Efforts
- "Live" Interactive Call Center
- Enhanced Internet Gateway
Outstanding Results

• In five years, brand sales increased tenfold – with DTC marketing still the primary driver of growth
• NRxs and TRxs continue to climb to all time highs
• Patient value experiences a 25% lift when patients join MTMR Program
• Compliance has increased from 50% to 80%
• Persistency continues to climb, with MTMR participants 52% more persistent than general marketplace behavior
• RESTASIS® Web visitors now equally distributed between new and return – content and segmentation has made the site more relevant to the viewer
RESTASIS® growth has been achieved without significantly increasing the investment in marketing from year to year – but by rebalancing it!

ROI continues to increase as target messaging, promotion, and media/marketing mix are constantly reviewed, measured, and fine-tuned to drive sales.
Lessons Learned

• Always start with a strong Client-Agency partnership
• Always consider your marketing plans as living and adaptable
• Always challenge your strategy – the market always changes
• Always look beyond your DTC experience – engage your Professional and Managed Markets peers for ideas to “surround” the physician and patient
• Always link patient acquisition with adherence *upfront*
And Remember...
ALWAYS CONNECT