



CASE STUDY

Uncover and Reduce HCP Knowledge Gaps through Market Research

primed[®]

A Pri-Med Case Study: Why is Drug Uptake Low?

A brand at a large pharmaceutical company (henceforth referred to as 'Brand') whose drug was already on the market for a unique disease state needed to understand why their drug's uptake was low among primary care prescribers.



Research Question 1: How can marketing collateral better resonate with HCPs treating patients?



Research Question 2: How are HCPs treating immunocompromised patients?

Primary care is the

first
point of care

for patients in their diagnosis and treatment journey.

Arm HCPs with Necessary Knowledge

The Challenge:

Brand whose drug was already on the market for a unique disease state **needed to understand how clinicians were treating the therapeutic area in question and what influences led to them prescribing (or not prescribing) the brand's drug.**

The Solution:

Utilize Pri-Med's market research capabilities to **uncover key insights** on drug **prescribing habits** and to enhance **HCP-tailored education.**



THE BOTTOM LINE

With access to Pri-Med's HCP database, you can...

01

Ensure marketing messaging resonates with HCPs and addresses knowledge gaps

02

Measure care, diagnosis, and treatment for a specific set of conditions or requirements

Brand Uncovered Key HCP Treatment Hesitancies

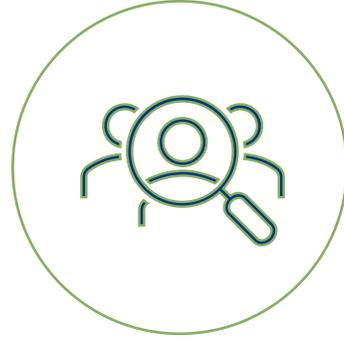
Brand conducted **two surveys** (5 minutes approx. long) and **two In-Depth Interviews** (45 minutes approx. long) to evaluate HCP marketing and education strategy effectiveness.



**Survey
Q3 2022**

Goals:

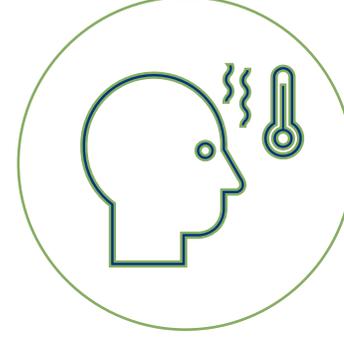
- Understand how PCPs are treating [disease] and what influences decision-making
- Investigate knowledge level of **drug interactions** and **confidence** levels in managing them



**In-Depth Interviews
Q4 2022**

Goals:

- Measure reaction to **marketing taglines**
- Understand **treatment** philosophies and **prescribing** habits
- Understand PCP **decision making** with focus on patient age and risk



**In-Depth Interviews
Q2 2023**

Goals:

- **Obtain feedback** from clinical trial data focused on symptom relief (**does it resonate** or increase interest in prescribing [drug]?)



**Survey
Q3 2023**

Goals:

- Understand how HCPs treat **immunocompromised** patients with [disease]
- **Obtain reactions** to new guidance on prescribing window

Test Drug Messaging for Data-Backed Taglines That Resonate

Brand leveraged Pri-Med's custom surveys to acquire target audience data, allowing them to refine and optimize their marketing materials.

Marketing Messaging			
	Example Phrase #1	Example Phrase #2	Tagline Test
Results of HCP Reactions	Messaging created confusion among HCPs	Messaging found to be 'too wordy' among HCPs	Tagline that referred to drug's FDA approval was most important to HCPs
Takeaways by Brand Based on Pri-Med Data	Brand did not recommend for use in their collateral	Brand recommended further review before use in collateral	Brand concluded that this tagline should be adopted, as it has the potential to satisfy both hesitant clinicians and patients

Unveiling Misconceptions: Is Your Brand's Messaging Working?

Brand uncovered remaining challenges and discrepancies with current and historical messaging.

Misconception 1		Clinicians' definition of "immunocompromised" diverges from the CDC-approved definition.
Misconception 2		Clinicians' awareness of treatment window is still not accurate and further effort is needed to clarify.
Misconception 3		Clinicians are still hesitant to prescribe due to drug-to-drug interactions.

Educating PCPs is a Vital Step Towards Accurate Care

SUMMARY

Access Pri-Med's primary care providers to measure the impact of your marketing strategies

01

Primary care clinicians are essential in diagnosing and treating patients.

02

Clinicians lack the necessary knowledge to confidently treat and prescribe.

03

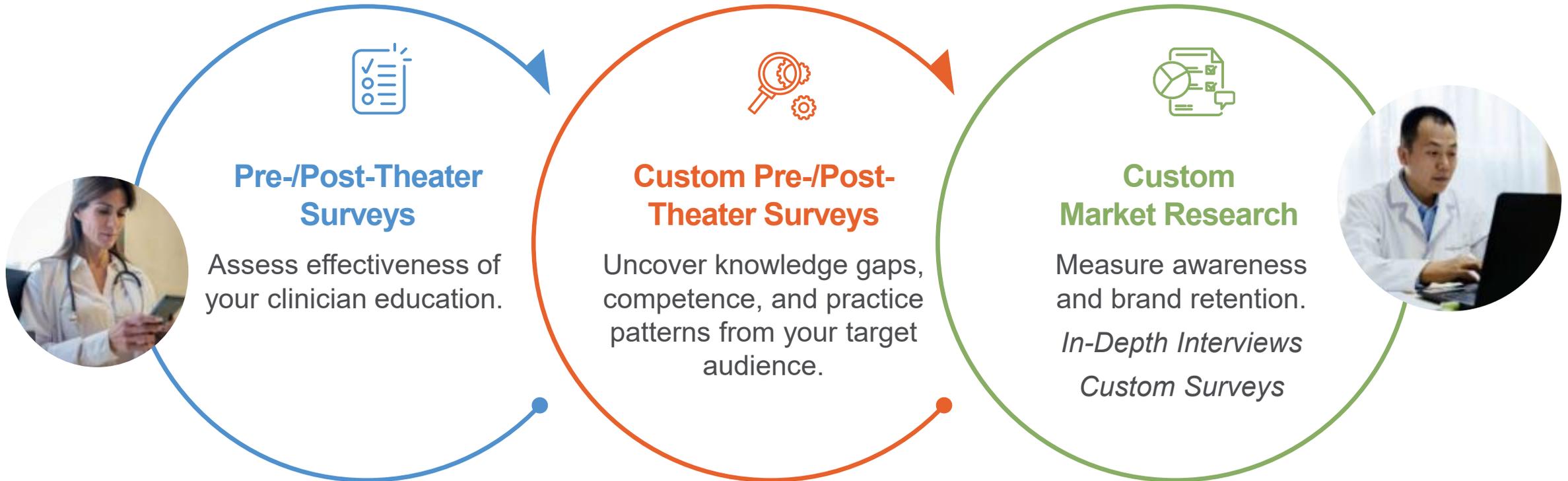
Pri-Med clinicians are eager to learn and incorporate research into their clinical practice.



Pri-Med now offers retainer-based Market Research engagements to tackle your ongoing R&D and optimize your brand's future investment in HCP education

Market Research: Custom Insights On Target Clinicians

With access to a **database of 168,000+ HCPs**, Pri-Med can help you gain actionable insights to improve your decision making.



Responsive Primary Care Audience • Advanced Targeting • White Glove Service