



Case Study

Pharma

Optimization Regarding Client Enquiry of COPD Treatment



How OSG helped a global pharmaceutical company understand the Chronic Obstructive Pulmonary Disease (COPD) buying process so that the client could focus on specific products that appeal to the largest group of consumers and maximize profits

Product Highlight



OSG o360™ is our consumer targeting technology, built for identifying market needs through customer data. By tracking the omnichannel customer journey through structured and unstructured observations, our product can help identify jobs, outcomes, constraints, and benefits customers seek along their journey. By identifying these innovation corridors and testing, validating, and sizing them, our product can help create a continuous stream of innovations.

Executive Summary

The client, a global pharmaceutical company, wanted to understand the market dynamics in the treatment of COPD and assess the receptivity to COPD compounds in product development. OSG conducted a qualitative study in two phases, which helped in identifying the volume for each TPP and opportunities to increase appeal for each TPP. This exercise helped the client focus on its most important customers and hence maximize profit.

OSG was tasked with two key objectives:

1

Explore and map the COPD buying process from the perspective of several physician specialties

- Factors that bring COPD patients to physicians
- Signs & symptoms that lead physicians to diagnose AD
- How physicians categorize COPD patients
- Steps physicians go through to diagnose AD
- Initial treatment and evolution of treatment across the disease stages

2

Understand reactions to the clients' products under development

- Assess the receptivity of the compounds
- Evaluate fit with currently unmet needs



Strategy

Qualitative in-depth interviews were conducted with physicians in three geographically diverse cities in the United States (Phase One), followed by 60-minute telephonic IDIs with physicians (Phase Two). The following was the discussion flow:

Phase 1

- Current treatment of COPD
- "Mapping out" the diagnosis, treatment, and monitoring pathways for COPD patients
- Reactions to the client's product profiles
 - Product X: An oral, non-steroid
 - Product Y: An injectable monoclonal antibody

Phase 2

- Current treatment of COPD
- Validation of the proposed COPD buying process framework
- Reactions to the client's product profiles:
 - Product X: An oral, non-steroid
 - Product Y: An injectable monoclonal antibody

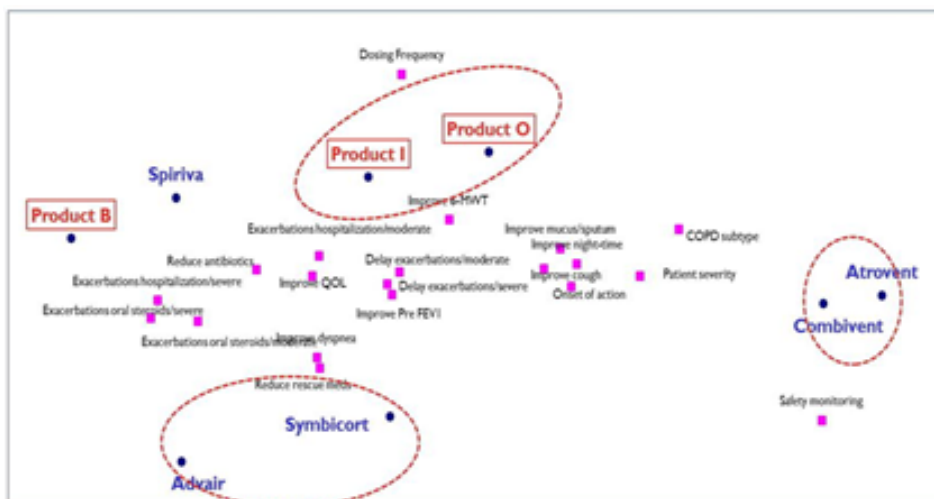


Results

Marketing Strategy for Current and Future Products, Targeting Current and Future Unmet Needs in the Marketplace

OSG measured the volume for each TPP, identified the “mind-space” for new TPPs and opportunities to increase appeal of the TPPs. We zeroed on target patient types for each of the TPPs and pinpointed where each competitor existed in the “mind-space”. Perceptions of current competition were discovered and ranked according to the PULM Attribute Rating Score

The TPP Evaluation provided data regarding the usage of specific products in therapeutic settings, allowing OSG to map out ideal spots to **position existing and planned products to meet current and future unmet customer needs.**



The Power of OSG Analytics

OSG is a **global technology and analytics provider** that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the “who” and the “what” and understanding the “**how**” and “**why**” behind their **decision-making**. OSG focuses on the 3E’s, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through **customer-centricity**.

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