OSG

Unbranded Message Testing for a Global Pharmaceutical Company

How OSG helped a global pharmaceutical company evaluate and prioritize potential scientific statements intended to launch an unbranded campaign to educate physicians before the launch of Drug X.

Product Highlight

TES OSG

Tech-Enabled Services combines our powerful technology and analytics capabilities with our industry expertise to make a difference for our clients. By using the flexibility of our technology to tackle any business challenge, we can help customers in any industry shift to a customer-centric mindset and show them the impact of gathering, digesting, and implementing customer data in their strategy and practices.

Executive Summary

A global pharmaceutical company and its agency of record were planning to launch an unbranded campaign to shape opioid-Induced nausea and vomiting (OINV) treatment market for the later launch of Drug X and thus wanted to test potential scientific statements that would boost this campaign. Using OSG's AI-driven big data analytics platform, OSG conducted research in the United States to prioritize messages designed to launch a campaign that educates physicians about OINV and drives them to seek more information.

OSG was tasked with two key objectives:

1

Understand physicians' receptivity to unbranded scientific statements

- Which statements are motivating and to what extent?
- Evaluate the statements on other aspects such as believability and differentiation.

2

Understand physicians' receptivity to specific messages (with and without visuals)

- How do messages resonate with the physicians?
- How do visuals help explain the statements?
- How do physicians respond to other specific probes on the messages?

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Strategy

The research was conducted, using Dynamo's powerful behavioral analytics platform and our proprietary methodology ASEMAP™, with **500 health care providers through a 40-minute online survey**. HCPs were asked to consider how the messages might motivate them to change their approach to treating Opioid-induced nausea and vomiting by pre-empting it with an antiemetic when they prescribe an immediate-release opioid for moderate to moderately severe acute pain.

Respondents then followed a series of steps required by the validated methodology to identify statements that they believe are most motivating to them. **37 statements were tested in this exercise** and were bucketed into larger themes. From this testing, it was evident that cost-related statements resonate more strongly with physicians than other themes, so that became the foundation for the new strategy being developed for the company.

Results

Optimized Advertising Strategy for Market Share Growth

Our client launched a marketing campaign, including TV and medical journal advertisements, identifying the issues of OINV to educate consumers and to drive them to speak to their doctors.

Through our engagement, our client got the following actionable outcomes:

- Pinpointed strong scientific statements that generated motivation
- Identified specific messages that built trust and were believable for customers
- Determined bundles of messages that trigger both motivation and believability

Message flow options were created to help maximize the impact of various messages conveying different specific emphases, such as on cost, patient experience, prevention, or improved tolerability.

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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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