



Case Study

Pharma

Understanding the Impact of Targeted Messaging on the Broader Market



How OSG helped a global pharmaceutical company carve out its messaging strategy for targeted impact without sacrificing reach.

Product Highlight



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

Our client wanted to study the impact of targeted messaging for a specific patient group on overall prescribing – would messaging for one patient group lead to broad prescribing across patient groups or just for that one group? Through research carried out using our **AI-driven big data analytics platform**, OSG demonstrated that growth would be seen across patient groups, even if the messaging was focused on only one.

OSG began the engagement with the following objectives:



1

Predict the impact on Drug X prescriptions for other patient groups if promotional activity is exclusively focused on prescribing Drug X for one target patient group.

2

Assess if promotional focus on exclusively one patient group will decrease Drug X prescriptions for other patient groups and understand the variations by specialty.

3

Determine source of business for all patient groups both before and after exposure to stimuli (messages)

4

Determine which messages and which combination(s) of messages are most persuasive and motivating to target HCPs to prescribe Drug X.

Strategy

OSG conducted two simultaneous, identical surveys that differed only in the messages presented.

One included messages targeted at all patient groups (Control Group). Another kept only messages relevant to one specific patient group and eliminated any reference or messages associated with the non-target population (Test Group). Care was taken to ensure that the two sample groups were matched in every possible dimension. By applying these surveys with our proprietary ASEMAP technology, we found the messaging that resonated most with each target audience and could build a strategy based on that data.

Results

Personalized and Tailored Marketing Messaging and Strategy:

A messaging strategy exclusively focused on one patient group will not negatively impact patient share for Drug X. This way, the company can focus on specific patient needs without losing existing customers.

By studying the impact of different messaging strategies, and testing them rapidly on a community of patients, we found that targeting messaging towards one audience wouldn't negatively impact other audiences.

We also found the following themes which were universally motivating to our community of respondents, which could help inform marketing and advertising strategy for the whole, while targeted messaging could be used for key audience groups.





Both the “Test” group, who saw the limited subset of messages, and “Control” group who saw all messages, increased the percent of patients they predicted they would prescribe this drug after seeing these messages.



There were no significant differences between Test and Control across all physicians, by specialty or physician decile level, for either patient type, further demonstrating the soundness of this approach.



A targeted, impactful set of messages was identified, along with potential variations tailored to specialists.

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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