

**Case Study:
Directed Discovery
Conversion Compass**

Animal Health



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Boundless DiscoverySM

Background

- Client developed a FDA approved medication for the control of a common skin disorder in canines.
- Other therapies existed to treat the indication.

Objectives

- The client sought to better understand the differences between the following three segments of veterinarians:
 - Users: Used the client's product on at least two dogs
 - Switchers: Used the client's product, but not in the last twelve months
 - Non-Users: Never purchased the client's product
- In doing so, the client wanted the following questions answered:
 - What does a User think or know that a Non-User does not?
 - What are the opportunities to increase use among Users?
 - How can the client capitalize on the differences between Users and Non-Users when creating a strategy for converting nonusers?
 - How may tactics be refined to maximize the new product's use among Switchers/Non-Users? In what way is this different for Users?
 - How do the populations differ in the rational and emotional trigger points used in the development of communication content, tone and style?

Methodology

- A total of 370 veterinarians (170 User accounts, 100 Switchers, and 100 Non-User accounts) participated in web-based data collection.
- The following screening criteria was used:
 - Full time, in-clinic veterinarian
 - Been in practice for at least two years
 - Treat canines for disorder

Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">• Users are the most confident and educated about treating the disorder. Switchers tend to be less educated than Users about the disorder. Non-Users are the least confident in treating the disorder.• Users are the most aggressive when it comes to treating the condition. Switchers are the most interested in receiving further education. Non-Users are most likely to believe it difficult to diagnose the condition.	<ul style="list-style-type: none">• Marketing team developed plans to strengthen product confidence in all three segments.• Client developed strategies that would better educate veterinarians about diagnosing and treating the condition.• Marketing team developed strategies for better informing Switchers and Non-Users on how the condition causes many difficulties for pet owners.
<ul style="list-style-type: none">• Users acknowledge client's product is priced at a "premium" level. However, they recognize the product's value to both their client as well as to them as practitioners.• Switchers are most concerned with the product's efficacy. They are not yet convinced the client's product is more efficacious than other available treatment options.	<ul style="list-style-type: none">• Marketing efforts went to providing better evidence of the treatment's efficacy and safety to add value to the product.• Client placed advertisements in popular consumer magazines to increase consumer awareness of the new product and encourage consumer and veterinarian communication.
<ul style="list-style-type: none">• Non-users perceive the product's price to be at a "premium" level. However, unlike Users, they do not see any added value in this product versus other available treatment options.	<ul style="list-style-type: none">• Marketing efforts were developed to show the Non-Users how the benefits of the treatment far outweigh the price.

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